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BMGT 403.01: Principles of Entertainment Management II

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BMGT 403: Principles of Entertainment Management II (Spring 2015)

Course Syllabus

Instructor: Sandi Nelson
Office: GBB 334
Office Tel: (406) 243.6947
Email: sandi.nelson@business.umont.edu
Office Hours: F 11:00am to 12:00pm
Class Time: 4:10pm – 7:00pm Friday
9:10am – 4:00pm Saturday
February 13 (Special BSDFF session – 4:00pm to 6:00pm in UC Theatre)
March 20 & 21
April 10 & 11
April 14 (Special Session – 2:10pm to 3:30pm location TBA)
April 24 & 25
May 1 & 2
One additional weekend TBA
Classroom: GBB 122
Credits: 3 hours

Please Note: This syllabus and this schedule are subject to change depending on additional events and other extenuating circumstances.

Course Overview

Welcome to Principles of Entertainment II. This course is designed to provide you with some of the basic tools for better understanding the processes involved in the conceptualization, development and production of live events.

Throughout the course we will maintain an emphasis on applying our knowledge to realistic and relevant problems faced by entertainment professionals. It is only when you have experienced applying your knowledge to actual problems that you can readily see your strengths and weaknesses, and perhaps more importantly recognize that no single approach is appropriate for all situations.

The purpose of this course is to synthesize real world situations with classroom learning. Students will learn from experts and professionals of the entertainment industry, thus receiving current, relevant information as it applies to the professional world. Students will engage the instructors in intelligent and relevant discourse.

The course provides you professional and personal development opportunities. Written and verbal communication skills will be put to the test. Workshops, discussions, essays, and lectures will provide you with a greater understanding of the entertainment industry as a whole and your professional and personal situation

Course Learning Goals

BMGT 403 students will be expected to:

1. Understand industry trends based on guest lecturers' expertise.
2. Draw information through the seminar lectures to be applied towards the entertainment industry.
3. Apply personal experience to lectures presented by guest instructors.
4. Workshop together and collaborate based on instruction presented by guest instructors.

School of Business Administration Mission Statement and Assurance of Learning

The University of Montana's School of Business Administration is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace.

ADA Accommodation Statement

Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). "Reasonable" means the University permits no fundamental alterations of academic standards or retroactive modifications. For more information, please consult <http://www.umt.edu/disability>.

Academic Integrity

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at http://life.umt.edu/vpsa/student_conduct.php. It is the student's responsibility to be familiar the Student Conduct Code.

Email

According to University policy, faculty may only communicate with students regarding academic issues via official UM email accounts. Accordingly, students must use their umontana.edu accounts. Email from non-UM accounts will likely be flagged as spam and deleted without further response. To avoid violating the Family Educational Rights and Privacy Act, confidential information (including grades and course performance) will not be discussed via phone or email.

Course Materials and Assignments

You will be required to purchase a UMEM Resource Pack (orange card) at The UM Bookstore. Once you purchase this card, show original receipt and card to Becca Gairrett or other UMEM Office Staff in GBB L35. This resource pack grants you access to all class materials and all resources necessary to complete this course successfully. Students who have not submitted their Resource Packs to Becca by 5:00pm on Friday, February 13th will be dropped from the class. This is the last day to withdraw from classes with a partial refund and the last day to drop classes with a refund on Cyberbear or with an override slip.

Due to the uniqueness of these courses, its real value will be discovered through the following:

Class Attendance (30%): You are required to attend all classes unless you receive prior and documented approval from the instructor.

Class Participation (30%): You are required to actively participate in class assignments; these may be individual, group, or class assignments. Your participation will be based on the quality of your contributions, the level of professionalism you demonstrate, and the value added to each project.

Essays (20%): You are required to write 2 separate 2-page, double spaced essays throughout the semester. Formatting requirements and essay topics will be posted to Moodle, and these are expected to be turned in via Moodle. The due dates for essays are posted below. Late submissions will only receive partial points.

Essay #1 (based on BSDFF session) due Friday, March 6 at 4:00pm

Essay #2 (based on Ken Krueger and Keith Miller/Rob Beckham) due Friday, April 17 at 4:00pm

Final Exam (20%): You will have one final essay-based exam. This will be a take-home exam, and will be distributed via Moodle on May 4. It will be due back to Sandi via Moodle or hard copy by 3:30pm on Wednesday, May 13. **No late submissions will be accepted.**

Schedule of Classes

Subject to Change

Friday, February 13	Big Sky Documentary Film Festival DocShop VOD and Maximizing Revenue <i>Brian Newman, Consultant, Sub-Genre</i>
Friday, March 6	Essay #1 due at 4:00pm
Friday, March 20 Saturday, March 21	Syllabus Review Promotion and Festivals <i>Ken Krueger, Phases of the Moon</i>
Friday, April 10 Saturday, April 11	Agency and Music Publishing <i>Keith Miller, Agent, WME – Nashville</i> <i>Rob Beckham, Agent, WME – Beverly Hills</i>
Tuesday, April 14	Entertainment and Law <i>Dan Friedman, Lawyer</i> Note: Meets with BMGT 402
Friday, April 17	Essay #2 due at 4:00pm
Friday, April 24 Saturday, April 25	Technology and New Age Marketing <i>Mike McGinley, Consultant, CitizenNet</i> <i>Noah Brier, Owner, Percolate</i> <i>Nick Parish, Editor, Contagious</i>
Friday, May 1 Saturday, May 2	Student Evaluations Sports <i>J. Lee Cook, Asst. Director of Event Operations, Seattle Seahawks & Sounders</i> <i>Guest TBA</i>
Wednesday, May 13	Final Exam Due to Sandi

Note: One more guest instructor is currently pending –keep the following weekends open until this is confirmed:

- February 27/28
- March 6/7
- March 13/14
- April 17/18